



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

11638

Contact: Craig Lewis

Email: clewis@ksl.com

Phone: 801-575-5555

Fax: 801-575-5831

Direct: 801-575-5862

KSL -TV

Program Name	DP	Days	Gross Rate	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
KSL 5a News	EM	M-F	\$30.00	1	1	1	1	1			1	1	7
5:00 AM 6:00 AM		30	\$210.00										
Highly pre-emptible at LUR per KSL. Move to L2													
KSL 6a News	EM	M-F	\$325.00	1	1	1	1	1			1	1	7
6:00 AM 7:00 AM		30	\$2,275.00										
Highly pre-emptible at LUR per KSL. Move to L1													
Today Show	EM	M-F	\$600.00	1	1	1	1	1			1	1	7
7:00 AM 8:00 AM		30	\$4,200.00										
Highly pre-emptible at LUR per KSL. Move to L2													
Today Show	EM	M-F	\$350.00	1	1	1	1	1			1	1	7
8:00 AM 9:00 AM		30	\$2,450.00										
Highly pre-emptible at LUR per KSL. Move to L2													
Sunday 9a News	EM	Su	\$90.00							1			1
9:00 AM 9:30 AM		30	\$90.00										
Highly pre-emptible at LUR per KSL. Move to L2													
Today II	DT	M-F	\$140.00		1			1			1		3
9:00 AM 10:00 AM		30	\$420.00										
Highly pre-emptible at LUR per KSL. Move to L2													
Rachael Ray	DT	M-F	\$130.00	1			1						2
10:00 AM 11:00 AM		30	\$260.00										
Highly pre-emptible at LUR per KSL. Move to L2													
Studio 5	DT	M-F	\$85.00					1					1
11:00 AM 12:00 PM		30	\$85.00										
KSL Noon News	DT	M-F	\$130.00			1					1		2
12:00 PM 1:00 PM		30	\$260.00										
Highly pre-emptible at LUR per KSL. Move to L2													
Today III	DT	M-F	\$65.00		1			1					2
1:00 PM 2:00 PM		30	\$130.00										
Days of Our Lives	DT	M-F	\$125.00								1		1
2:00 PM 3:00 PM		30	\$125.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
Dr. Phil	EF	M-F	\$50.00	1			1				1		3
3:00 PM 4:00 PM		30	\$150.00										

Suzanne Collins

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					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Katie Couric	EF	M-F	30	\$225.00	1	1	1	1	1			1		6
4:00 PM 5:00 PM				\$1,350.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 6:30p News	EN		30	\$575.00	2	1	2	2				2		9
6:30 PM 7:00 PM				\$5,175.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 5p News	EN	M-F	30	\$575.00	1	2	2	1	2			2		10
5:00 PM 5:30 PM				\$5,750.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 6p News	EN	M-F	30	\$650.00	2	2	2	2	2			1		11
6:00 PM 6:30 PM				\$7,150.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Saturday 6p News	EN	Sa	30	\$150.00						1				1
6:00 PM 6:30 PM				\$150.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Sunday 4p News	EN	Su	30	\$115.00							1			1
4:00 PM 4:30 PM				\$115.00										
Highly pre-emptible at LUR per KSL. Move to L2														
The Voice	PT	M	30	\$3,250.00	1									1
7:00 PM 9:00 PM				\$3,250.00										
Sold Out at LUR per KSL. Lowest Rate to Clear														
The Voice	PT	Tu	30	\$2,500.00		1								1
7:00 PM 8:00 PM				\$2,500.00										
Sold Out at LUR per KSL. Lowest Rate to Clear														
Chicago Fire	PT	W	30	\$1,400.00			1							1
9:00 PM 10:00 PM				\$1,400.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 10p News	LN	M-F	30	\$1,750.00	2	2	2	2	2			2		12
10:00 PM 10:35 PM				\$21,000.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Saturday 10p News	LN	Sa	30	\$850.00						1				1
10:00 PM 10:35 PM				\$850.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Sunday 10p News	LN	Su	30	\$2,750.00							1			1
10:00 PM 10:35 PM				\$2,750.00										
Highly pre-emptible at LUR per KSL. Move to L2														

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				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Tonight Show	LF	M-F	\$350.00					1			1		2
10:35 PM 11:37 PM		30	\$700.00										
Highly pre-emptible at LUR per KSL. Move to L2													
Station Gross Totals			\$62,795.00	15	15	15	14	15	2	3	17	4	100

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